7P & 7C of Digital Marketing – The Complete Framework

Understanding the balance between Business Strategy (7P) and *Customer Experience (7C)*

What Are 7P & 7C?

7P Model: *Business strategy & service delivery*

7C Model: *User experience & conversion*

Together they create a balanced digital marketing strategy.

The 7P of Digital Marketing

The 7C of Digital Marketing

7P vs 7C: Quick Comparison

7P (Business Focus)	7C (Customer Focus)
Product	Customer
Price	Cost
Place	Convenience
Promotion	Communication
People	Community
Process	Consistency
Physical Evidence	Conversion

Use 7P to build the offer. Use 7C to *deliver the experience.*

Together they create *effective* digital marketing strategies that *attract, engage, and convert customers.*